

**JOB: EMPLOYER BRANDING COORDINATOR**  
**REPORTING TO: TALENT MANAGER**  
**LOCATION: BUCHAREST**  
**CONTRACT: PERMANENT**

**CONTACT: [ana.cambei@ro.lactalis.com](mailto:ana.cambei@ro.lactalis.com), 0738 108 948**

**ABOUT LACTALIS GROUP**

Lactalis Group is the number 1 dairy group in the world, number 1 dairy and cheese group in Europe and number 1 milk collector in Europe. In 2023, Lactalis Group entered the top 10 producers in the global food industry. Its 88 years of experience is backed up by a professionalism that is expressed in its vast range of products adapted to the expectations of consumers around the world. Headquartered in Laval, western France, the group now employs 85,000 people in 85 countries and owns more than 266 industrial plants in 51 different countries around the world. Lactalis Group reported sales of 28.3 billion euro in 2022. Learn more at [www.lactalis.fr](http://www.lactalis.fr).

**ABOUT LACTALIS ROMANIA GROUP**

In Romania, Lactalis Group is the leader of the Romanian dairy market. We are operating the business in Romania through 8 companies: Albalact, Covalact, Lactate Harghita, Dorna Lactate, Raraul, Lactalis Romania, Lactalis Logistic and Parmalat, managed through a functional leadership structure consolidated at country level. We have 2000 employees working for an impressive portfolio of well-known brands in 5 plants and a sales and distribution structure developed across the country.

**ABOUT THE ROLE**

We are looking for an enthusiastic colleague to join our HR department who will coordinate the employer branding and engagement projects within the organization. We are looking for the voice of **#lactalisexperience**, who can create effective, timely, and consumable communications externally and internally.

You'll have the chance to create an internal environment that resonates with our employees, helping them to not only observe our values but truly live them, becoming brand ambassadors for Lactalis, attracting new talents in the same time.

**MAIN RESPONSIBILITIES:**

- Boost the overall attractiveness of our employer brand to our target audience
- Plan and follow the employer branding budget
- Plan and create multi-media content and materials (text, video, image) /collaborate with the Communication Manager and external party for more complex materials;
- Moderate social network channels of the company (e.g. LinkedIn Page) in collaboration with the Communication Manager
- Plan, create, and implement conversion-driving and engaging external marketing campaigns for Lactalis Romania Group, with a specific focus on recruitment
- Plan and organize external events (job fairs, employer branding events etc.)
- Plan and implement internal events for the employees in Bucharest and support its implementation in the other country locations.
- Create company presentations and contributes to the internal newsletters
- Organize wellbeing programs, CSR, Diversity, Inclusion.
- Plan and run projects on employee engagement and retention
- Develop and/or contribute to organisational culture projects in collaboration with HRBPs.
- Create and implement internal awareness campaigns, after identifying the need in the organization;
- Work directly with external partners/companies (e.g. marketing agencies) when needed in implementing internal campaigns;
- Build strong relationships with internal stakeholders, working transversal with different teams.
- Create reports and presentations

**JOB RELATED SKILLS**

<b>Professional Experience</b>	<ul style="list-style-type: none"> <li>➤ Minimum 3 years of working experience in a similar position.</li> <li>➤ Experience working with an internal web portal/internal communication platform.</li> <li>➤ Nice to have: some experience working with any graphic design soft/tool (e.g. Canva, Photoshop)</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>➤ Great communication skills.</li> <li>➤ Strong writing skills.</li> <li>➤ Attention to details.</li> <li>➤ Presentations skills.</li> <li>➤ Ability to think critically, work calmly, and maintain good judgment in a rapidly evolving organization.</li> <li>➤ Capable of leading, managing and executing multiple projects in a fast-paced oriented environment.</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>➤ Bachelor's degree in communications, marketing, or another related field.</li> </ul>
<b>PC Skills</b>	<ul style="list-style-type: none"> <li>➤ PowerPoint, Excel, Word, SharePoint.</li> </ul>
<b>Languages</b>	<ul style="list-style-type: none"> <li>➤ English – Professional (verbal and written).</li> </ul>

**BENEFITS**

- 21 days of annual leave + extra days depending on total work experience
- Medical subscription
- Annual performance bonus
- Meal tickets
- Holiday tickets
- Christmas & Easter tickets
- Technical and soft skills trainings
- Fully access to the Group e-learning platform
- Local and Global career development programs
- Bookster subscription